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cpb **Research Notes**

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AVERAGE REVENUE PROFILES FOR PUBLIC BROADCASTING STATIONS, FISCAL YEAR 1989

Average Fiscal Year 1989 revenue profiles are presented for public radio and television stations within four licensee-type and various operating budget size categories in this report.

These profiles are designed to permit stations to compare the sources and amounts of income they receive with those of similar stations.

Revenue data contained in this report represent gross income, including cash, in-kind and indirect income, and were collected through the CPB Annual Financial Report survey. In-kind income refers to noncash support for public broadcasting stations from outside (i.e., other than the licensee) sources; indirect income refers to noncash support from the parent licensee of the broadcasting station.

If you have questions about these data, please refer them to Young Lee (202) 879-9674. We also welcome any comments and recommendations about how to make the data more useful to you.

Table 1

AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC TELEVISION GRANTEES
BY LICENSEE TYPE, OPERATION BUDGET SIZE AND INCOME SOURCE, FISCAL YEAR 1989

Income Source	Community		University		Local Authority		State		All Licensees	
LARGE GRANTEES' AVERAGE REVENUES ($10 MILLION AND OVER IN OPERATING BUDGET):										
Federal-Direct	774,895	2%	-	2%	-	-	269,887	1%	597,607	2%
CPB-CSG	1,885,540	5%	-	8%	-	-	1,380,720	7%	1,681,333	5%
CPB NPPAG and Other	2,141,216	5%	-	9%	-	-	119,114	1%	1,525,943	5%
Annenberg/CPB Proj.	320,845	1%	-	0%	-	-	6,027	*	204,225	1%
Public Brdcstg Ent.	3,927,749	10%	-	9%	-	-	347,900	2%	2,711,257	8%
Local Government	234,636	1%	-	3%	-	-	30,777	*	196,292	1%
State Government	1,567,841	4%	-	3%	-	-	14,220,386	68%	4,773,130	15%
State College	61,964	*	-	39%	-	-	52,636	*	666,351	2%
Other Public College	3,590	*	-	1%	-	-	22,614	*	16,231	*
Private College	75,895	*	-	*	-	-	316	*	48,070	*
Foundation	2,751,634	7%	-	1%	-	-	1,131,762	5%	2,056,976	6%
Business	11,164,976	28%	-	5%	-	-	466,992	2%	7,258,518	23%
Subscription	10,565,076	27%	-	16%	-	-	1,586,462	8%	7,341,649	23%
Auction	284,281	1%	-	1%	-	-	1,688	*	191,821	1%
All Other	4,146,266	10%	-	4%	-	-	1,307,121	6%	3,026,213	9%
Total	39,906,405	100%	-	100%	-	-	20,944,401	100%	32,295,616	100%
(Number of Grantees)	12		2		0		5		19	
LARGE MID-SIZED GRANTEES' AVERAGE REVENUES ($4 MILLION - $9.9 MILLION IN OPERATING BUDGET):										
Federal-Direct	58,591	1%	73,262	1%	-	0%	118,136	1%	73,438	1%
CPB-CSG	818,662	10%	758,867	10%	-	9%	815,248	10%	797,175	10%
CPB NPPAG and Other	82,571	1%	33,575	*	-	*	17,351	*	50,065	1%
Annenberg/CPB Proj.	0	0%	5,000	0%	-	0%	0	0%	1,800	*
Public Brdcstg Ent.	203,105	3%	147,914	2%	-	*	15,660	*	138,641	2%
Local Government	72,695	1%	678,742	9%	-	74%	89,736	1%	558,543	7%
State Government	1,342,534	17%	554,801	7%	-	14%	4,791,753	56%	1,746,168	21%
State College	18,740	*	1,780,341	22%	-	0%	125,055	2%	673,430	8%
Other Public College	46,131	1%	5,311	*	-	0%	8,216	*	22,008	*
Private College	4,321	*	624,458	8%	-	0%	275	*	226,589	3%
Foundation	306,732	4%	104,287	1%	-	0%	414,648	5%	243,166	3%
Business	1,076,641	13%	570,723	7%	-	0%	311,067	4%	698,330	9%
Subscription	2,630,353	33%	1,827,056	23%	-	0%	1,322,359	16%	1,974,353	24%
Auction	437,111	6%	247,511	3%	-	0%	1,091	*	264,167	3%
All Other	907,455	11%	607,397	8%	-	2%	488,546	6%	685,762	8%
Total	8,005,640	100%	8,019,245	100%	-	100%	8,519,140	100%	8,153,633	100%
(Number of Grantees)	10		9		1		5		25	
SMALL MID-SIZED GRANTEES' AVERAGE REVENUES ($2.5 M - $6 MILLION IN OPERATING BUDGET):										
Federal-Direct	60,372	2%	73,812	2%	33,262	1%	172,188	3%	78,182	2%
CPB-CSG	535,731	13%	532,429	12%	512,551	15%	471,183	9%	523,709	12%
CPB NPPAG and Other	13,786	*	15,973	*	3,611	*	15,251	*	13,800	*
Annenberg/CPB Proj.	0	0%	1,144	*	0	0%	0	0%	286	*
Public Brdcstg Ent.	41,508	1%	13,831	*	27,549	1%	3,845	*	28,024	1%
Local Government	150,269	4%	46,214	1%	1,728,980	51%	28,589	1%	222,443	5%
State Government	966,681	23%	713,517	17%	164,851	5%	3,171,377	63%	1,168,652	28%
State College	55,327	1%	1,149,739	27%	0	0%	23,574	1%	320,192	8%
Other Public College	6,786	*	55,138	1%	9,025	*	0	0%	18,040	*
Private College	4,844	*	284,633	7%	1,403	*	4	*	73,826	2%
Foundation	84,026	2%	95,539	2%	39,243	1%	68,438	1%	81,319	2%
Business	542,655	13%	361,732	8%	294,215	9%	186,054	4%	426,715	10%
Subscription	994,165	24%	712,565	17%	346,044	10%	543,938	11%	809,899	19%
Auction	217,727	5%	68,783	2%	90,113	3%	10,903	*	140,692	3%
All Other	451,327	11%	197,696	5%	149,110	4%	352,528	7%	351,168	8%
Total	4,125,204	100%	4,322,745	100%	3,399,957	100%	5,047,871	100%	4,256,949	100%
(Number of Grantees)	36		17		5		10		68	

Table 1 (Continued)
AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC TELEVISION GRANTEES
BY LICENSEE TYPE, OPERATION BUDGET SIZE AND INCOME SOURCE, FISCAL YEAR 1989

Income Source	Community		University		Local Authority		State		All Licensees	
SMALL GRANTEES' AVERAGE REVENUES (UNDER $2.5 MILLION IN OPERATING BUDGET):										
Federal-Direct	62,619	4%	34,285	2%	0	0%	53,070	3%	47,528	3%
CPB-CSG	340,401	21%	321,096	20%	394,750	19%	334,223	21%	333,716	21%
CPB Other	8,714	1%	9,818	1%	10,311	1%	4,986	*	8,671	1%
Annenberg/CPB Proj.	0	0%	0	0%	0	0%	0	0%	0	0%
Public Brdcstg Ent.	4,709	*	10,031	1%	931	*	2,470	*	6,385	*
Local Government	43,297	3%	14,896	1%	1,028,561	50%	97,004	6%	75,773	5%
State Government	283,585	18%	177,831	11%	80,648	4%	582,892	37%	277,402	17%
State College	13,298	1%	523,482	32%	16,064	1%	46,961	3%	223,644	14%
Other Public College	1,586	*	195,328	12%	794	*	1	*	79,294	5%
Private College	13,905	1%	509	*	0	0%	423	*	6,032	*
Foundation	47,722	3%	17,527	1%	9,278	1%	164,662	10%	51,277	3%
Business	199,260	13%	78,309	5%	46,265	2%	80,324	5%	127,582	8%
Subscription	334,913	21%	153,629	10%	323,883	16%	125,926	8%	230,970	14%
Auction	68,603	4%	10,882	1%	18,943	1%	2,423	*	33,872	2%
All Other	173,776	11%	77,739	5%	125,895	6%	85,404	5%	120,443	7%
Total	1,596,387	100%	1,625,362	100%	2,056,325	100%	1,580,769	100%	1,622,589	100%
(Number of Grantees)	34		33		3		12		82	
ALL GRANTEES' AVERAGE REVENUES (ALL OPERATING BUDGET SIZES):										
Federal-Direct	154,207	2%	61,507	2%	18,479	1%	134,339	2%	115,485	2%
CPB-CSG	670,359	8%	473,648	13%	509,302	14%	615,698	9%	592,019	9%
CPB Other	296,879	4%	59,024	2%	9,554	*	27,958	*	164,402	3%
Annenberg/CPB Proj.	41,849	1%	1,057	*	0	0%	942	*	20,334	*
Public Brdcstg Ent.	552,374	7%	74,406	2%	18,444	1%	58,934	1%	295,923	5%
Local Government	113,308	1%	133,539	4%	2,045,539	57%	64,141	1%	201,199	3%
State Government	833,498	10%	389,588	10%	260,343	7%	4,180,287	62%	1,219,376	19%
State College	36,683	*	1,057,336	28%	5,355	*	52,742	1%	358,806	6%
Other Public College	8,724	*	124,315	3%	5,278	*	4,818	*	44,265	1%
Private College	17,403	*	171,749	5%	779	*	252	*	62,334	1%
Foundation	442,765	5%	58,119	2%	24,894	1%	324,762	5%	282,970	4%
Business	1,859,310	23%	253,562	7%	178,875	5%	209,835	3%	1,004,373	16%
Subscription	2,176,754	26%	629,590	17%	300,208	8%	671,706	10%	1,354,963	21%
Auction	195,143	2%	65,259	2%	56,377	2%	4,750	*	116,460	2%
All Other	880,282	11%	206,558	6%	142,604	4%	422,764	6%	558,752	9%
Total	8,279,541	100%	3,759,257	100%	3,576,031	100%	6,773,926	100%	6,391,662	100%
(Number of Grantees)	92		61		9		32		194	

*Less than 0.5 percent.
Note: A sum of items may not add up to a total due to rounding. All financial data in this table are preliminary.
Data for a category represented by less than three grantees are not presented in this table.
Source: CPB, Policy Development and Planning, June 1990

Table 2

AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC RADIO GRANTEES BY LICENSEE TYPE, OPERATION BUDGET SIZE AND INCOME SOURCE, FISCAL YEAR 1989

Income Source	Community		University		Local Authhority		State		All Licensees	
LARGE GRANTEES' AVERAGE REVENUES ($1,000,000 AND OVER IN OPERATING BUDGET):										
Federal-Direct	13,575	1%	5,600	*	3,199	*	66,959	3%	10,914	1%
CPB-CSG	185,227	10%	197,338	11%	341,688	11%	233,033	12%	204,376	11%
CPB-NPPAG	48,463	3%	60,337	4%	109,075	4%	73,315	4%	60,073	3%
CPB-Annenberg & Other	54,161	3%	17,545	1%	5,883	*	32,975	2%	30,065	2%
Public Brdcstg Ent.	68,829	4%	51,148	3%	28,611	1%	45,141	2%	55,468	3%
Local Government	10,092	1%	11,198	1%	1,373,284	45%	14,326	1%	101,762	6%
State Government	85,910	5%	100,360	6%	226,254	7%	603,922	30%	126,156	7%
State College	1,194	*	406,617	23%	0	0%	21,841	1%	222,762	12%
Other Public College	1,783	*	23,542	1%	0	0%	7	*	13,432	1%
Private College	5,775	*	112,958	7%	1,855	*	4	*	63,612	3%
Foundation	107,652	6%	28,844	2%	67,732	2%	289,322	14%	70,158	4%
Business	282,504	16%	235,742	14%	211,235	7%	226,691	11%	249,813	13%
Subscription	539,377	30%	379,853	22%	580,034	19%	375,832	19%	447,967	24%
Auction	15,849	1%	690	*	0	0%	171	*	5,842	*
All Other	457,348	25%	122,144	7%	94,684	3%	67,450	3%	233,342	13%
Total	1,823,578	100%	1,736,371	100%	3,037,651	100%	2,018,012	100%	1,865,678	100%
(Number of Licensees)	31		49		6		4		90	
MID-SIZED GRANTEES' AVERAGE REVENUES ($500,000 - $999,999 IN OPERATING BUDGET):										
Federal-Direct	16,510	2%	5,414	1%	0	0%	21,807	3%	8,629	1%
CPB-CSG	103,379	13%	110,179	14%	109,529	14%	99,937	13%	108,009	14%
CPB-NPPAG	23,693	3%	26,807	3%	29,525	4%	20,716	3%	25,877	3%
CPB-Annenberg & Other	16,925	2%	3,191	*	1,419	*	500	*	6,092	1%
Public Brdcstg Ent.	17,811	2%	5,501	1%	2,389	*	1,511	*	7,939	1%
Local Government	13,534	2%	2,347	*	447,061	57%	64	*	25,950	3%
State Government	98,261	13%	29,183	4%	9,778	1%	381,953	48%	64,206	8%
State College	1,414	*	277,554	35%	0	0%	4,238	1%	185,601	23%
Other Public College	52	*	30,286	4%	0	0%	5	*	20,203	3%
Private College	38	*	59,278	7%	0	0%	3	*	39,527	5%
Foundation	15,542	2%	7,954	1%	5,113	1%	105,430	13%	15,123	2%
Business	171,566	22%	114,401	14%	79,393	10%	60,439	8%	122,716	15%
Subscription	234,600	30%	98,023	12%	69,562	9%	86,474	11%	127,226	16%
Auction	24,349	3%	386	*	0	0%	114	*	5,829	1%
All Other	61,797	8%	34,621	4%	27,268	4%	15,248	2%	39,375	5%
Total	782,545	100%	801,936	100%	779,618	100%	797,938	100%	796,212	100%
(Number of Licensees)	24		70		5		6		105	
SMALL GRANTEES' AVERAGE REVENUES UNDER $500,000 IN OPERATING BUDGET):										
Federal-Direct	4,800	1%	2,801	1%	0	0%	10,707	3%	3,528	1%
CPB-CSG	54,033	14%	51,598	11%	65,546	15%	26,102	7%	52,910	12%
CPB-NPPAG	11,790	3%	0	0%	0	0%	0	0%	4,359	1%
CPB-Annenberg & Other	5,048	1%	8,455	2%	13,773	3%	8,077	2%	7,588	2%
Public Brdcstg Ent.	559	*	29,121	6%	5,870	1%	19,773	5%	16,566	4%
Local Government	5,447	1%	1,504	*	164,287	38%	0	0%	15,235	4%
State Government	58,478	15%	19,114	4%	3,363	1%	29,656	8%	32,743	8%
State College	457	*	188,768	41%	11,558	3%	60,009	16%	102,492	24%
Other Public College	0	0%	17,467	4%	0	0%	0	0%	9,247	2%
Private College	2,367	1%	16,011	3%	0	0%	559	*	9,366	2%
Foundation	19,626	5%	9,585	2%	7,944	2%	151,009	41%	16,739	4%
Business	84,749	22%	66,673	14%	73,827	17%	31,499	9%	73,011	17%
Subscription	76,613	20%	34,102	7%	41,518	10%	26,282	7%	50,184	12%
Auction	4,778	1%	0	0%	0	0%	0	0%	1,767	*
All Other	59,159	15%	19,191	4%	50,063	11%	4,573	1%	35,935	8%
Total	387,906	100%	464,389	100%	437,750	100%	368,245	100%	431,671	100%
(Number of Licensees)	44		63		9		3		119	
ALL GRANTEES' AVERAGE REVENUES (ALL OPERATING BUDGET SIZES):										
Federal-Direct	10,387	1%	4,559	1%	960	*	33,138	3%	7,351	1%
CPB-CSG	107,076	12%	113,367	12%	159,384	12%	123,851	12%	114,749	12%
CPB-NPPAG	26,159	3%	26,555	3%	40,104	3%	32,120	3%	27,524	3%
CPB-Annenberg & Other	23,306	3%	8,878	1%	8,318	1%	12,241	1%	13,530	1%
Public Brdcstg Ent.	26,119	3%	25,967	3%	11,822	1%	19,150	2%	24,832	3%
Local Government	8,862	1%	4,438	1%	597,680	46%	4,437	*	43,619	5%
State Government	76,712	8%	44,860	5%	71,834	6%	368,952	34%	70,039	7%
State College	920	*	281,568	30%	5,201	*	22,524	2%	164,756	17%
Other Public College	571	*	24,033	3%	0	0%	4	*	14,110	2%
Private College	2,870	*	58,753	6%	556	*	132	*	35,000	4%
Foundation	46,200	5%	14,143	2%	25,173	2%	172,530	16%	31,510	3%
Business	167,719	18%	130,549	14%	116,441	9%	104,915	10%	140,308	15%
Subscription	259,819	28%	151,774	16%	210,084	16%	161,617	15%	189,961	20%
Auction	12,989	1%	334	*	0	0%	105	*	4,293	*
All Other	184,484	20%	52,844	6%	57,751	4%	28,847	3%	93,667	10%
Total	933,130	100%	936,671	100%	1,303,187	100%	1,074,185	100%	964,593	100%
(Number of Licensees)	99		182		20		13		314	

* Less than 0.5 percent.

Note: A sum of items may not add up to a total due to rounding. All financial data in this table are preliminary.
Data for a category represented by less than three grantees are not presented in this table.

Source: CPB, Policy Development and Planning, June 1990